

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

Geo. P. Rowell & Co., Publishers, 10 Spruce St., New York.

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VOL. IV.

NEW YORK, MAY 27, 1891.

No. 21.

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Many anxious eyes are turned toward

## The Farmers' Alliance

the latest effort on the part of those engaged in the great Agricultural industry to improve their business condition. It is a large undertaking, and there are a good many partners.

Various reasons impel a man to make

## A Business Alliance

or Partnership. It is frequently done to secure the experience or selling ability of the person admitted. The same end, without the same division of profits, has often been accomplished with the help of an experienced Newspaper Advertising Agent. Many a firm with sufficient capital, has given careful consideration to its stock, its location, and its help, and yet overlooked or neglected the Newspaper Advertising that would make all its other advantages profitable. As

## Newspaper Advertising

Agents we have been a business ally to thousands. Caring for their interests as our own, and using for their benefit all the capital, organization and experience at our command. We are at it still. Correspondence invited.

N. W. AYER & SON,  
Newspaper Advertising Agents,  
PHILADELPHIA.

## *You Can*

have **FOUR INCHES** inserted one week in the **ATLANTIC COAST LISTS** of 1400 select family papers for **\$190**, provided it is done during the months of June, July or August, as we have space to spare.

## *You Can*

If you prefer, run two inches two weeks, or one inch four weeks, either consecutively or every other week.

## *You Can*

address fully one-sixth of the reading population of the United States, outside of large cities, every week your advertisements appear in the **Atlantic Coast Lists**.

## *You Can*

save five per cent. from the above price by sending cash with the order.

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*If electrotypes are used, but one is required.*

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# **Atlantic Coast Lists,**

134 Leonard St., New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1920.

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## THE BUSINESS WRITER.

By D. J. McDonald.

(President Business Writers' Association.)

Two paragraphs in **PRINTERS' INK** for May 6 provoke the following comments. The first item to attract my attention is inspired by your entertaining contributor Artemas Ward. He says, "an advertising writers' club I take no stock in. There should be no such distinct class. I doubt if there are enough men strictly engaged as advertising writers in New York and Brooklyn to form such a club."

Let me ask Mr. Ward what is the matter with Boston, Philadelphia, Baltimore, Cincinnati, Chicago, Cleveland, Detroit, St. Louis, St. Paul, Kansas City and the wild and woolly West? Are all the advertising men of the country located in New York and Brooklyn?

Nearly two years ago, a number of the most successful advertising men of America—if the prosperity of their houses are to be considered—convened in this city and formed—following a purely pleasure picnic—a Business Writers' Association. This organization is the first of the kind ever perfected in this country, and includes among its members not only men who have made money in the East, but writers of advertisements that have brought thousands of dollars to dealers in the South and West. It was a gathering of gentlemen who have had years of practical experience; men that, owing to the pressure of their daily demands, have little time to rush into public print and meet the theories of amateurs and others who have but one line or branch of business to consider.

Just here, in passing, I want to register a claim that these advertisers for retail houses come in closer contact with the purchasing public than those employed in pushing patent proprietaries or polishing compounds, and

also that the demands made upon them are greater. They are expected to get out from one to ten advertisements and illustrations daily, and in addition suggest the arrangement of show windows and concoct new and striking schemes whereby the comments and trade of the surrounding community may be *immediately* provoked. Little time is given them for thought; little consideration paid to the fact that ideas do not always flow freely. They are under daily and *imperative* demands for novelties and unique effects. Contrast with this the calls that are made upon those who control the advertising of patent medicine companies. The latter provide an advertisement for each month, or, at the most, a change of copy each week. Special schemes to procure success for particular sales are seldom suggested. In fact, a knowledge of the lowest rates publishers will accept is their main requirement. "How will he spend our boodle?" rather than "How will he expend his brains?" is more often the consideration that bears with wholesalers in the selection of their advertising manager.

My other comment refers to Mr. Ward's statement that a recent offer of \$50 for a "prize" advertisement brought forth only twenty or twenty-five replies. I am pleased that this attempt to secure skilled talent at this price was a failure. Any advertising man who values his abilities and the peculiar talent and experience he provides will not enter a contest involving such an insignificant amount. Of late it has become quite the fashion for "small-fry" advertisers to spend \$50 in announcing that they will spend another \$50 for a "prize" (!) advertisement. Their motive is apparent. They seek to secure a diversity of ideas and a supply of matter that will permit the saving of an expert's salary. This disposition on the part of "cheap" adver-

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tisers was made prominent at a meeting of the Advertising Writers' Association in Cincinnati last February. Following a paper on this very subject, which I had the honor of presenting at this convention, it was unanimously decided, by vote, that no member of the Business Writers' Association would enter any such competition. And the sentiment was also unanimously expressed that it was beneath the dignity of any advertising man to submit his services and skill at any other than the terms exacted by architects, lawyers, and others following professional callings. Of course this action, or anything that Mr. Ward or others in this line of work may say, will not prevent the would-be and amateur advertising man of the country from competing for such small prizes, but the publication of these facts in *PRINTERS' INK* may disclose to many otherwise uninformed the stand some of the regulars—or "professionals," if you please—take in this matter. In the language of the small boy, "We are not in it." I believe, further, that professional advertising writers, the country over, will agree that the position taken is a proper and timely one.

I would like to also add, in view of one or two communications recently published in *PRINTERS' INK*, urging the formation of a club of professional advertising men in the country, and in explanation of the organization above referred to, that the particular association alluded to seeks to fill the bill. At the present time it is made up mainly of advertising men connected with retail houses located largely in the South and West. But few Eastern men are numbered in the fold. However, advertising men of New York, and even Brooklyn, as well as all Eastern cities—regardless of whether they push proprietary articles, soap, or clothing, at wholesale or retail—are eligible to membership, providing they meet two requirements: First, that they earn their living entirely by writing, originating or handling advertisements; and, secondly, that they pay their dues promptly to the treasurer.

Advertising is a talent; some who possess it fail to appreciate its value. Why not come to an understanding of ourselves as well as others.

THE wise advertise. The wisest do not always advertise wisely.—*Western Banner, Kansas City, Mo.*

#### EXPERIENCE AS A TEACHER.

There was a man in our town  
Who was so wondrous wise  
He thought that he could sell his goods  
And need not advertise;  
But when he found his goods unsold,  
With all his might and main  
He rushed around to advertise:  
The moral is quite plain!

E. D. GIBBS.

#### BOOK ADVERTISING.

*By John Irving Romer.*

From the very nature of their business, publishers ought to be good advertisers. They have the best opportunities for devising effective typographical forms, and they command the best literary talent. Moreover, a number of the leading houses publish magazines whose advertising pages are the highest exponents of the art. Yet when these same publishers undertake to advertise their books in the newspapers, their superior advantages appear to count for nothing. To be sure, there are just enough exceptions to prove the rule.

Publishers' announcements are usually built on one model. The name of the book is given, with the price and author's name. Then follows a newspaper review overburdened with flattery. The chances are that the man who wrote that review for the newspaper knew no more of the book than he could gather from the title-page. So he was obliged to confine himself to meaningless complimentary allusions; and as a matter of course the review gives no idea of the scope or character of the work. We may pardon the hurried reviewer who is obliged to go through a table full of new publications and get in his "copy" in time for to-morrow's paper; but is this the sort of thing that the publisher will do best to use as advertising matter? With the splendid facilities of his office and the superior knowledge he has of the contents of the book and its author, ought he not to produce something better?

A book advertisement ought to aim to interest the reader in the subject matter of the book; and what a fine opportunity is here to make interesting advertisements. How some of our advertising writers who are now obliged to confine their talents to patent medicines or mechanical contrivances would glory in such a field!

Let the publishers wake up!

Then, again, the public has a pretty well-formed idea of the cheapness of newspaper praise, especially on the side of literary or musical criticism. Even the "family story paper" publishers who reprint as an advertisement the first part of a story, stopping with a "to-be-continued" at the most thrilling point, have a better idea of the possibilities of printers' ink.

This point is well illustrated by an advertisement of Howells' books put out by Harper & Bros. It runs as follows:

#### A BOY'S TOWN:

In no novel of his are we more interested than in this truthful narration of a boy's life.—*Hartford Courant*.

#### A HAZARD OF NEW FORTUNES:

Never has Mr. Howells written more brilliantly, more clearly, more firmly, or more attractively than in this instance.—*N. Y. Tribune*.

#### ANNIE KILBURN:

It certainly seems to us the very best book that Mr. Howells has written.—*London Spectator*.

And the public is expected to read these notices and arrive at some intelligent conclusion! Of course, different papers are entitled to different opinions; but what is one to believe when the publisher of the book gets together these contradictory compliments and utters them himself? Wouldn't it have been better if the advertiser had given some idea of the problem that "Annie Kilburn" had to contend with, the wonderful periodical that Fulkerson and March started in "A Hazard of New Fortunes," and the sort of "A Boy's Town" that Mr. Howells has gotten into covers? Persons who are interested in those particular phases of life would then want to read the book, while the "glittering generalities" now used, and which are supposed to be aimed at every one, overshoot the heads of all.

By the present system of publishing books, the person who pays for the advertising is in reality the author. Yet he has no hand in the management of this all-important factor. Probably he would deem himself above it, even if he had the opportunity. But may we not hope some time in the future to see the author taking as close an interest in the preparation of his advertisements—for the purpose of raising their standard to the highest point—as he now does in the preparation of the preface of his book or even the book itself?

Book publishers are generous buyers of newspaper space, and they deserve better returns than they now get.

### SOLICITING BY CIRCULARS

*By W. W. Hallock.*

There is a wide field for improvement in the art of solicitation by circular letter, and while publishers are prone to instruct advertisers how to advertise, it seems most necessary that many of them need instruction on the subject themselves.

It is unreasonable to expect that long-winded circulars and stereotyped letters containing not even the smallest grain of anything calculated to catch the eye or rivet the attention should produce good returns.

Sometimes the publisher, or whoever may be in charge of that department of a newspaper, will fill an envelope full of a variety of documents, rate cards, long and short circulars, testimonials and what-not, and send it broadcast in the belief that great results will follow.

No business man has the time or inclination to wade through rubbish of this kind. To attract attention circular letters or printed statements must have some individuality, character or novelty about them which will prove effective when they come into the hands of the reader, and so it is with everything sent out on the mission of advertising.

One cannot expect a catalogue or anything else to be kept, or even a small portion of its contents favorably retained in the memory of its recipient, unless it is so constructed as to enforce that condition at sight.

As a general rule one can get a fairly good idea of the character of a publication by examining the style of documents issued thereby. There is a certain caste in these things as there is in the publications themselves and the men who run them.

ONE thing that must not be lost sight of is that the full benefit from any form of advertising is never at once manifest. Of course the advertising that brings noticeable results at once is the most satisfactory as a rule, but even this rule is subject to exceptions. The more we write the more complex the subject seems.—*American Florist*.

## THE WORM TURNS.

The editor pushed her manuscript and the accompanying letter wearily aside, seized a rusty falcon pen which wrote spasmodically, watered his ink until it was indistinguishable at three paces, selected some highly-glazed and very flimsy paper, and wrote to her as follows:

"Dear Madam: Pardon me for presuming to take up so much of your time, which I know must be occupied with all sorts of household, social, and other duties, besides the literary pursuits to which you seem addicted to some extent; but, knowing that you may be one of the readers of, and are one of the would-be contributors to, my little journal (which you are so kind as to call valuable and interesting; and, heaven knows, I try to make it so, and if I don't succeed it isn't my fault, I'm sure, for I try hard enough), I make bold to ask for a few, a very few, moments of your attention.

"I wouldn't ask you, you know, but really I must ask some one, as my friends—though very flattering and complimentary, and all that—may be prejudiced, and I honestly want an uninfluenced judgment. I am a poor widower, with two or three maiden aunts entirely dependent on me for millinery and daily bread, and car fares, and what with the tariff and all the other discouragements, it's precious hard pulling to get along.

"Perhaps I weary you, but reciprocity is a great thing. So I just thought I'd ask you to look over my paper for the last two or three months, and let me know candidly and in detail exactly what you think of how it is edited.

"I shall expect to have you make any suggestions that occur to you as to the make-up, proof-reading, literary qualities, editing, and enterprise of the journal; and if you see any signs of promise, or can conscientiously encourage me to keep on in my career, perhaps you might subscribe for about a dozen copies for three or four years.

"Possibly you are already subscribing for a number of the more prominent periodicals of the day, and may feel that you cannot make a place for mine. But unless you sometimes help along the editors and publishers who are beginners, how are we ever going to attain eminence and make names and fames, and cold cash, and foot-holds, and grow to be Charles A. Danas and things like those? Even editors

ought to have some little encouragement at the send-off, as it were.

"Let your maiden meditation hover about those aunties of mine. If you could see them pining for slate pencils and chewing gum, I'm sure you'd stretch a point to aid their nephew.

"Forgive me if I presume upon your good nature, but it is not many moons ere it will be Auntie Tabitha's 'steenth birthday—her natal anniversary. She does long for a green parrot. Oh, if you could hear her say, 'Edgar, do you suppose I shall have Polly for a birthday remembrance? Do you?' it would touch your heart. If you should send on the cash for subscriptions—say about thirty dollars—auntie shall have the green parrot. And won't we (auntie and I) be surprised?

"Meanwhile, your touching, personal epistle floats thistle-down-like to the waste-basket—gone to join your four-pound serial; and thanking you for your disinterested and discriminating praise of my valuable paper—to which you are not a subscriber, as I learn by a hasty but accurate glance at the subscription books—I am, with such respect as is possible under the circumstances,

"Yours very sincerely,

"EDITOR OF THE 'TRIPHAMMER.'"

"There!" said he, as he folded the unblotted pages, "if that doesn't settle her I am a tenderfoot!" Then he addressed it: "'Aspirant,' care of Miss Alice Q. Swoggles, Brassville, Hard Cheek Co., Montana."

And it settled her—so far as the *Triphammer* was concerned. But she still writes to (not for) other editors. Doesn't she?—*Tudor Jenks, in the Writer.*

## AN ADVERTISEMENT THAT INTERESTS ADVERTISERS.

Many people ask why the W. L. Douglas Shoe Co. do not change their advertisements; why they use almost the same announcements from one year's end to another, never changing the portrait that has become the symbol of a shoe as nearly as anything can be that is not a shoe. People ask this question for many reasons: some for information, some because of annoyance at seeing "Douglas' face everywhere," and some because it is easy to ask questions.

It is easy to ask questions, but not always so easy to answer them. In this



instance, however, the reason is easily given, and can, perhaps, best be answered by the easy method of asking more questions.

Does the man or woman who sees the Douglas advertisement—with the ever-present Douglas portrait—ever mistake it for the announcement of another house, or as attracting the attention of the reader to goods other than the Douglas goods? Does the man or woman who sees the Douglas advertisement have to read the type matter to know what that advertisement contains? Does the man read the name-plate on his door once a year? Does he not, by intuitive training, know his house without the necessity of reading the name on the plate? Does not a man, when putting on a coat, intuitively put his hands into the arm-holes, without actually noticing their position?

The man knows his house by the merest glance, can enter it, go to any part of it and avoid obstructions in the dark as well as at noon-day. Previous observation has given him this knowledge. And on the same principle a man dons his coat as quickly and easily with his eyes shut as with them open.

Then some will ask: Why advertise the Douglas shoe so persistently? Why not give the public a chance to rest their eyes? If the reader already knows what the advertisement contains, what is the use of perpetually thrusting it under his nose?

Again that question can best be answered by asking other questions. If a man can go to his house in the dark, making no mistake as to the proper door in a row of similar doors, correctly place the key to effect entrance, pass upstairs noiselessly, remove his clothing without rattling a button, and slip into bed without disturbing his wife, what is the use of having a house? likewise what is the use of having arm-holes in his coat, if he knows just where those arm-holes are?

Now that line of argument may seem very foolish, but has the man, in the abstract, any more use for the house, or the arm-holes in the coat, than for the Douglas advertisement, provided it is the advertisement he wants?

That is the whole thing in a nutshell. The W. L. Douglas Shoe Co. knows that somebody wants their shoes. They do not know just who, but they go gunning for him with advertise-

ments; set traps for him with advertisements; ambush him with advertisements. And these advertisements are always so simple, so plain, so apparent, that any one can discover them at a glance.

When a shoe becomes so well known that everybody knows it, the one thing necessary to do is to call attention to it at the time the reader wants his attention called to it. Talk straws to a drowning man, and he is immediately interested; talk Douglas shoes to a man or woman who wants shoes, and you have a purchaser. The Douglas advertisement aims to be on hand the moment that "shoes" becomes a want in the mind of the reader in every city and town in this country. It was on hand to the extent of over one and a half million dollars' worth of shoes last year.

By the way, you are possibly a retailer. Do you sell the W. L. Douglas shoes?

Yes? Well, they're good ones, aren't they?

No? Well, why don't you? Every agent for the Douglas shoes is given an amount of advertising in his local paper that makes it an object for him to handle the goods. You have seen the effect of the Douglas Co's advertising in their own interest, why not try the effect of their paying for an advertisement in your interest? It costs you nothing. Think it over. Possibly you have seen this picture before.—



*Advertisement in the Shoe.*

By no one are the general advertising columns of the newspapers so regularly, closely and critically read as by the women of New England.—*Boston Globe.*

## FIRST INSERTIONS PAY SOMETIMES.

C. D. HAWLEY,  
BERLIN, Wis., May 15, 1891.  
Editor of PRINTERS' INK:

Mr. Seth Cleverly, in May 13th issue of your paper, makes this statement: "The man doesn't live who can design an advertisement of an unknown article which will be productive of profit by a single insertion." I fail to agree with the gentleman. I have known an advertisement of an article entirely unknown, occupying but ten lines at a cost of \$18 for one insertion in one paper, to yield a net profit of \$300 in one month. I could give many instances where the first advertisement of an unknown article has resulted in profit inside of a month. I think Mr. Cleverly should modify his statement.

C. D. HAWLEY.

## FOURTH-CLASS AWARDS.

According to the terms of our prize contest, we have sent checks for \$10 each to the publishers of the following papers: Fairfield (Ia.) *Tribune*, Chicago *Herald*, Boston *Horse and Stable*, Indianapolis *News*, Milwaukee *Wisconsin*, Boston *Literary World*, New York *Journalist*, Burlington *Free Press*, Philadelphia *Painting and Decorating* and London (Ont.) *Advertiser*. The notices winning the ten-dollar awards are reprinted below, some of the longer ones having been abridged in order to bring them within the space at command:

*From the "Tribune," Fairfield, Iowa.*

Most men whom one meets in business are simply persons, as beans in a bag are simply beans, but occasionally you come in contact with a man who impresses himself upon you. You recognize his individuality; he has an idea. Gradually he imparts his idea to you; you get good from him, and you feel good toward him. You recognize his power and name it character. Publications have this character, or they have not. Most of them have not. When you find one which has, you become attached to it as to the man of character—not immediately but gradually. It grows upon you; character is not on the surface, though its plain index is there both in person and page. It is thus that the publication called PRINTERS' INK has assumed a front rank in the *Tribune's* regard. It is issued weekly by Geo. P. Rowell & Co., advertising agents of New York city, and is by all odds the brightest, most earnest and most intelligent advocate of judicious advertising that has ever appeared. It invests the art of advertising with an interest and a charm that is at once refreshing and exhilarating, and is calculated to impress both the old and new advertiser, and the average newspaper man as well, with the fact that here is an art which is just beginning to be fairly understood by the public and which is worthy of most serious effort. PRINTERS' INK is a text-book on advertising, and every issue is valuable.

*From the "Herald," Chicago, Ill.*

There is a pamphlet which comes once a week to every well-regulated newspaper office

in the land and to a great many mercantile houses as well. Judged by its size it would be in constant danger of being overlooked in the mass of mail matter were it not for the fact that its excellence has caused it to be anxiously awaited by the thousands of people who are interested in the matter of which it treats. The name of this publication is PRINTERS' INK, and its publishers, Geo. P. Rowell & Co., of New York, call it "a journal for advertisers." This is the only mistake about it. It should be called "a journal for all business men," for all business men should be advertisers. PRINTERS' INK is as full of sound, healthy business sense as a nut is full of meat. In a very compact form it presents the thoughts of both advertisers and newspaper men upon the most important department of the modern business establishment—advertising. The brightest writers upon the subject are regular contributors to its columns, and neither business man nor newspaper man can read it without benefit to himself.

*From the "Horse and Stable," Boston.*

How shall a business man succeed?  
By advertising.  
How shall he advertise?  
There's the rub.

It isn't one of the exact sciences. Nobody knows all about it. But everybody who has advertised knows something about it, even if he has only been through the primary grade in the school of experience; and those who are well along toward their diplomas know at least more than those who haven't begun.

The scholars in the Advertising Class have a novel text-book, one that they themselves are the authors of, and that is published by the most expert advertiser in the country. The big scholars and the little scholars all contribute to it freely both facts and ideas, and profit by each other's brains. The publisher gives them all a fair chance, whether he agrees with them or not, and teaches them a weekly lesson in generosity by allowing his rivals to join in and profit by this co-operative educational enterprise. PRINTERS' INK is what they call their text-book, and it is printed in parts, once a week, of 36 pages or more, costing the scholars \$2 a year apiece. If you want to join the class, send your subscription to George P. Rowell & Co., 10 Spruce St., New York city.

*From the "News," Indianapolis, Ind.*

Amid the luxuriant growth of American newspapers and periodicals whose astounding achievements are making an epoch in history PRINTERS' INK takes high rank, if not first place, for best named, best thought-out idea. Its mission is neither news, literature nor art, yet these all are richly illustrated in its pages.

• • • PRINTERS' INK is a type by itself, sui generis—unique. It did not leap fully armed from the brain of any Jupiter of the press. It was born out of the wedlock of Journalism and Commerce, in sore travail, and is worthy its lofty parentage. You hear no such questions asked as, "Has it come to stay?"

"Has it a field?" As with other enterprises entirely great, its founders have builded better than they knew. Its sphere is co-extensive with newspaper literature, co-terminal with trade. Its immediate opportunity of usefulness mutually is to inspire on the part of publishers the observance of those high standards of good faith and fair dealing which the press exacts by prompt recognition of the right of the advertiser to know the measure of his purchase in circulation, the same as in space and dimensions. No wide-eyed publisher, ad-

vertiser, or intelligent adherent of either, will long forego the treasure of PRINTERS' INK at \$2 pittance, its yearly price. The strife in this office for a first perusal requires duplicate copies for editorial and counting room. It follows from the quality and clientage implied that PRINTERS' INK is itself the incomparable advertising medium for the special interests concerned. Here, again, the Indianapolis *News* is its own example, having ordered a full page in which to set out its own status in the advertising field.

*From the "Evening Wisconsin," Milwaukee.*

• • • "The mould of a man's fortune," declared Bacon, "is in his own hands." That is so, for though it may occasionally happen that (as Shakespeare has it) "fortune brings in some boats that are not steered," yet it behooves each one of us to remember that if we would "catch Dame Fortune's golden smile" we must, as a rule, "assiduously wait upon her." On the mercantile horizon there appeared, some four years ago, a little journal published by Geo. P. Rowell & Co., of New York, called PRINTERS' INK. Its avowed object from the start was to assist advertisers by means of editorials and by correspondence from those who had "got there," in the oft times arduous task of introducing their various wares to the public in such a way as to command attention and bring about remunerative results. This object it has accomplished, and is accomplishing admirably. PRINTERS' INK is a paper which should be carefully studied, not merely casually read, by every merchant in the land who cares to be thoroughly posted in the art of advertising. This journal contains a large amount of matter, both interesting and instructive; in short, its usefulness is without limit. Any advertiser who adopts the principles laid down by PRINTERS' INK regarding the methods he shall pursue in order to augment his worldly stores will feel constrained to cry with Solomon, "there is that scattereth and yet increaseth, and there is that withholdeth more than is meet, but it tendeth to poverty."

*From the "Literary World," Boston, Mass.*

In the year 1880, according to the Census Office, nearly half the income of American newspapers, about forty million dollars, was derived from advertisements. This is, indeed, the Golden Age of advertising. The man who has some good thing to sell to-day, and does not advertise it, may do business with antiquity (as Charles Lamb said he wrote for it); but he will certainly "get left" by the present time, and his surest customer in the end is apt to be the sheriff. If, on the contrary, he advertises little or much, one of the best things he can do is to subscribe for PRINTERS' INK, the bright weekly published by George P. Rowell & Co., of New York, at \$2 a year. It will give him advice, from experts in the art, how to catch the eye of the public by advertising well, and thus make the most of his money. It is a very practical and suggestive paper, devotes itself to this specialty, and will probably save the wide-awake advertiser many times its cost by its useful hints. Those who take it agree that the best way to raise a large crop of customers is to fertilize the advertiser's own mind first with PRINTERS' INK.

*From the "Journalist," New York.*

The bright weekly has achieved a great success, not a phenomenal success, because there is nothing phenomenal in the fact that

the public buy a good thing that they need. It is simply a natural success born of a happy union of brains and energy. Everybody advertises in these days, and it is safe to assert that everybody contemplates "doing more advertising next year." In other words, the advertising business of this country is rapidly growing, and a trade paper is an absolute necessity. PRINTERS' INK covers the field admirably; it contains meaty articles by advertising experts, practical notes from men of ideas, and hints and suggestions in each issue worth to the man of business ten times the price of the annual subscription. It is interesting and entertaining as well as instructive, and I fancy that it must have a very wide circulation, for I see it everywhere and hear of it in all quarters.

*From the "Free Press," Burlington, Vt.*

PRINTERS' INK is the name of a weekly magazine for advertisers published at 1 Spruce street, New York, by Geo. P. Rowell & Co., and costing \$2 a year. In conducting a leading advertising agency for twenty-five years this firm has reached the summit of present attainment in the art of using printers' ink. Their advertisers' magazine is therefore a model in its way. It is original in aim, idea and method; unique and attractive in size and form, and conducted with signal ability and success. No business man has an income so large that it cannot be increased, nor so small that it may not be multiplied by a wise use of printers' ink; and whether a man's outlay in advertising is counted by tens or by tens of thousands this little magazine will help him to spend it wisely. PRINTERS' INK should be received in every counting room; every business man should be its faithful reader. It will stimulate enterprise, inspire thought and promote action. It is indispensable to all who wish to keep in touch with business progress. It is the open sesame to the mysteries of advertising; the magician's wand to business success; the prophet of a new epoch in the art of making money by the use of printers' ink.

*From "Painting and Decorating," Philadelphia, Pa., April.*

There is a peculiar pleasure to be derived from introducing the right kind of people to one another; in bringing about an acquaintance which it is known must result in pleasure and profit to the newly made friends. The same thing is true as regards printed matter; there is a decided satisfaction in bringing to the attention of one's friends those books or papers which one most likes.

It is with feelings of this nature that we introduce that bright and valuable weekly publication, PRINTERS' INK, to those of our readers who are not already acquainted with it. It is published by Geo. P. Rowell & Co., 10 Spruce street, New York, and is intended to give ideas to all interested in advertising; hence it appeals to every business man, because every man in business advertises more or less, if it be only his letterhead and shingle and the issuing of an occasional circular.

PRINTERS' INK is essentially a creator of ideas; its contents from beginning to end are meaty, pithy and mostly kernel with very little husk. The reading matter is of an idea-creating and brain-stimulating nature. It is very clever and very useful—two qualities which one would expect from the fact of its being issued from the firm of George P. Rowell & Co., probably the largest and most successful advertising agency in the world.

## THE PATHWAY TO FORTUNE.

From the "Advertiser," London, Ont.

Not long ago, 'neath summer skies,  
With reasons and excuses,  
Five busy merchants paused to talk  
Of riches and their uses.

They sagely rubbed their shaven chins,  
And one, whose looks were healthy,  
Cried, "Let's get down to business now.  
How did we all get wealthy?"

"Oh, that's soon done!" said Robinson;  
"I'll tell you in a minute.  
My father died—I took his shoes  
And did not have to win it."

The others laughed—(what could they else?)

And Jones was next the speaker—

"I got my wealth from brother Tom,  
Who's rich, with brains much weaker."

The third was Small, with cigarette;  
He slow began to roll it.

"To tell the truth, boys (speak it low),  
To get my wealth I—stole it."

"Well, as for me," said Seedycoat,  
"I scarcely have a nickel,  
My business I have tried to boom,  
But fortune's very fickle."

"That's just our case, which Seedy cites,"  
Said others, closely standing;

"Our lives we've spent in Fortune's swim,  
But have not reached the landing."

The last to speak was plain John Smith,  
Whose purse was large and weighty.  
His hundreds once were very scarce:  
His thousands now are eighty.

"Three years ago, like Seedycoat,  
My heart was filled with sadness;  
But soon I learned a little scheme  
Which changed it all to gladness.

"Some men are given wealth and gold,  
Some steal it from their neighbor,  
But nearly all must wealth achieve  
By honest thought and labor.

"I'm sure that any business man  
Must advertise or rue it.  
You'll learn from Rowell's PRINTERS' INK  
Judiciously to do it.

"That little paper PRINTERS' INK  
Increased my store of knowledge;  
One year's subscription took me through  
The 'Advertising College.'

"Its teachings since I've followed close,  
And so I have succeeded,  
Thus all my wealth, I safe can say,  
From PRINTERS' INK proceeded."

## FOR SALE.

Advertisements under this head 50 cents a line

NO. 1 News Paper—sheets or rolls—36c. lb  
New York Freight. OLD DOMINION  
PAPER CO., Norfolk, Va.

NEWSPAPER and Job Establishment for  
sale. Will pay for itself in one year.  
PERLEV, Franklinville, N. Y.

DO YOU WANT TO SELL YOUR NEWS-  
PAPER? AMERICAN PRESS EX-  
CHANGE, 45 Exchange Place, New York.

JOB OFFICE and NEWSPAPER in Michi-  
gan. Earning big money. \$4,000. Invest-  
igate. "MICHIGAN," care of PRINTERS' INK.

FOR SALE—A new Hammond Typewriter,  
fresh from the factory. Universal key-  
board. Address "HAMMOND," in care of  
PRINTERS' INK.

MINIATURE DYNAMOS for premiums,  
EMPIRE PUB. CO., 66 Duane St., N. Y.

STOCK CERTIFICATES, lithographed; few  
lines added, by printing, will adapt them  
to any corporation. Send for samples.  
KING, 39 William St., N. Y.

FOR SALE—Job Printing Outfit, 74x13 1/2  
press, two chases, 30 fonts new type.  
Cabinet. Cost \$150. Price \$65. Address  
C. H. YOUNGS, Dexter, N. Y.

FOR SALE—A semi-weekly paper; steam;  
job office; largest circulation in county;  
railroad and mining town; population, 4,000;  
price, \$6,500. Address J. F. ERDLEN & CO.,  
Salida, Col.

FOR SALE—An afternoon daily in a grow-  
ing New England city. On a paying basis.  
Splendid opening for the right parties. Par-  
ties who cannot command \$5,000 to \$8,000  
needn't apply. Address "B. H. W.," PRINT-  
ERS' INK.

FOR SALE—The entire or one half interest  
in the leading Daily and Weekly Demo-  
cratic Paper of one of the most prosperous  
towns in New York State. Parties who are  
unable to pay at least \$2,000 in cash need not  
apply to "B. F.," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper  
or Job Office, a Press, or a Font of Type,  
tell the story in twenty-three words and send  
it with two dollars, to the office of PRINT-  
ERS' INK. If you will sell cheap enough, a  
single insertion of the announcement will  
generally secure a customer.

## WANTS.

Advertisements under this head 50 cents a line

IF you will exchange advertising space for  
good real estate, address CHAS. L. HYDE,  
Pierre, S. D.

I WANT to reproduce typewritten letters.  
Just the thing for circulars. 10,000 with  
printed headings, \$3.50 per thousand. KING,  
39 William St., N. Y.

CANVASSERS wanted to secure subscrip-  
tions for PRINTERS' INK. Liberal terms  
allowed. Address Publishers of PRINTERS'  
INK, 10 Spruce St., New York.

THE SOAP & PERFUMERY JOURNAL.  
Kemble Building, Whitehall Street, New  
York City, wants Advertising Solicitors.  
Spot cash paid on verification of contract.

TO a party who can invest \$5,000 a rare op-  
portunity is offered to secure an equal  
interest in a well established and prosperous  
Weekly Trade Journal in the leading West-  
ern city. The leading Industrial Journal of  
the Great West, North West and South West.  
Investigation is solicited. Address "N. E.,"  
Box 1333, Denver, Colo.

EVERY ISSUE of PRINTERS' INK is  
religiously read by many thousand  
newspaper men and printers, as well as by  
advertisers. If you want to buy a paper or  
to get a situation as editor, the thing to do  
is to announce your desire in a want adver-  
tisement. Any story that can be told in  
twenty-three words can be inserted for two  
dollars. As a rule, one insertion can be relied  
upon to do the business.

## SPECIAL NOTICES.

Advertisements under this head, two lines or  
more, without display, 50c. a line.

AGENTS' GUIDE.

ALLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

CONNECTICUT.—The Hartford TIMES.

**L** EVEY'S INKS are the best. New York.

**P** OPULAR EDUCATOR, Boston, for teachers.

**A** GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

**T** HE GRAPHIC, Chicago, "the great Western illustrated weekly."

**T** HE GRAPHIC, Chicago—Most value at least cost to advertisers.

**B** RIGTH, clean and reliable is the SAN FRANCISCO BULLETIN.

**J** UST THE THING FOR CIRCULARS. See KING'S adv. under "Wants."

**A** COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

**A** GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

**S** AN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

**L** ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

**P** ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

**M** OST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

**T** HE ADVERTISERS' GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

**H** IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

**B** INGHAMTON (N. Y.) REPUBLICAN. Over 6,000 copies daily. Affidavit if desired.

**L** OUISVILLE COMMERCIAL—Largest circulation of any Louisville Morning Daily.

**N** EW HAVEN NEWS—Largest circulation. Small ads 1c. a word. Space \$1.20 an inch.

**A** MERICAN SCHOOL BOARD JOURNAL. New York—Chicago. Cir. 30,000; rate 20c. l.

**H** IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

**55.063** D.: 57,742 S.: 22,846 W.: circulation SAN FRANCISCO CALL.

**P** ATENTS for inventors: 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

**T** HE most effective mediums for Kansas are THE TOPEKA DAILY and WEEKLY CAPITAL.

**A** DVERTISEMENTS written in verse. Send subject for a trial. TOM HOWARD, 1210 S. Broad St., Phila.

**T** YPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. F. ROWELL & CO., New York.

**B** ANGOR NEWS—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other morning daily in Maine.

**D** ENVER REPUBLICAN.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Colorado.

**B** IRMINGHAM AGE HERALD.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Alabama.

**M** EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

**M** INNEAPOLIS TRIBUNE.—According to American Newspaper Directory for 1891 this paper has a larger circulation than any other morning paper in Minnesota.

**T** HE ANNISTON DAILY HOT BLAST, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in Calhoun County, Alabama.

**96** PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

**S** AVANNAH, GA. OLD HOMESTEAD.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other monthly in the South.

**D** ETOITERE ABEND-POST has, according to the American Newspaper Directory for 1891, a larger circulation than all the other German dailies in Michigan combined.

**N** EW ORLEANS TIMES-DEMOCRAT.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Louisiana.

**N** EW ORLEANS TIMES-DEMOCRAT.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other weekly in Louisiana.

**T** HE SEARCY WEEKLY ARKANSAS BEACON, in the American Newspaper Directory for 1891, is accorded the largest circulation of any paper in White County, Arkansas.

**S** CHOOI ADVERTISING in Texas should be done through the (Dallas) TEXAS BAPTIST AND HERALD. Reaches more first-class homes than any Texas religious paper.

**\$1.50** PAYS for the KNIGHTS' JOURNAL (Monthly), and a complete set of either Dickens or Waverly Novels. T. J. SMITH & CO., Publishers, Cincinnati, O.

**P** APER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

**L** OWELL NEWS—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Massachusetts, excepting the Boston papers.

**T** HE CHICAGO FREE PRESSE (Daily), published in Chicago, has, according to the American Newspaper Directory for 1891, the largest circulation of any German daily in Illinois.

**F** AMILIEN BLAETTER (Weekly), published in Detroit, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any German weekly in Michigan.

**T** HE RURAL CALIFORNIAN, published at Los Angeles, has, according to the American Newspaper Directory for 1891, the largest circulation of any agricultural paper issued in California.

**T** HE LEADER (Monthly), published in Boston, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Musical paper in Massachusetts.

**V** ESTKUSTEN (Weekly), published in San Francisco, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Scandinavian paper in California.

**C** OOLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

**T** HE WESTERN PENMAN (Monthly), published in Cedar Rapids, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Educational paper in Iowa.

**C** HRISTIAN OBSERVER, the organ of the Presbyterian Church, published at Louisville, covers the entire South thoroughly and has the largest circulation of any religious newspaper in Kentucky.

**W** ITNESS, Weekly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 30,000 copies each issue.

**YOU** can run a local illustrated paper at a **PROFIT**. Will tell you how. **PICTORIAL WEEKLIES COMPANY**, 28 West 23d St., N. Y.

**THE PHONOGRAPHIC MAGAZINE** (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

**LITTLE ROCK GAZETTE**.—According to the American Newspaper Directory for 1891, this paper has a larger circulation than any other daily in Arkansas. It is the only paper covering the entire State.

**CARPENTRY AND BUILDING** (Monthly), published in New York City, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Building paper in New York.

**DEN DANSKE PIONEER** (Weekly), published in Omaha, Neb., has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any Danish weekly paper in United States.

**CHRISTIAN ADVOCATE**, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**BLOOMINGTON HOME CIRCLE**.—According to the American Newspaper Directory for 1891, this paper, for the house and family, has a larger circulation than any other paper in Illinois, Chicago papers excepted.

**THE NORTHWESTERN LUMBERMAN** (Weekly), published in Chicago, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any lumber trade paper published.

**NATIONAL TRIBUNE**, Washington, D. C., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

**SUMMER RESORT** and educational advertisements in the **TROY DAILY PRESS**, 61 cents per inch each insertion. The **PRESS** has the largest circulation in Troy, N. Y., and it is the leading family newspaper.

**WESTERN SCHOOL JOURNAL** (Monthly), published in Topeka, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational journal west of the Mississippi.

**THE VOICE**, published in New York City, is one of the 23 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**PEOPLE'S HOME JOURNAL**, New York, is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

**THE ST. LOUIS CHRISTIAN ADVOCATE**, the organ of the Methodist Episcopal Church, South, has, according to the American Newspaper Directory for 1891, the largest circulation of any religious paper in Missouri.

**PROGRESSIVE AGE** (Semi-Monthly), published at 18 Broadway, New York, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any journal devoted to the gas industry of America.

**A TWO-LINE NOTICE** in **PRINTERS' INK**, under heading of Special Notices, can be inserted every week for a whole year for \$31.20; 3 lines will cost \$66.30; 4 lines, \$92.40; 5 lines, \$118.00; 6 lines, \$133.60; 7 lines, \$159.20; 8 lines, \$184.80.

**THE METROPOLITAN**, New York City, is one of the 14 monthly publications to which the new edition of the American Newspaper Directory for 1891 accords its highest circulation rating, viz., exceeding 150,000 copies each issue.

**THE EVENING ITEM**, Philadelphia, Pa., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 for each issue and one of the four daily papers exceeding 150,000.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

**ST. LOUIS CRITIC**.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. Twenty-four papers in Missouri have this rating, and the **Critic** is one of them.

**ORCHARD AND GARDEN**, Little Silver.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. This is the only paper in New Jersey having this rating.

**ALBANY JOURNAL** (Weekly).—The new edition of the American Newspaper Directory (for 1891) names 19,573 papers. It accords a circulation rating of 37,500 copies to 23 papers in New York State, and the **Albany Weekly Journal** is one of them.

**THE NEW YORK MORNING JOURNAL**.—The new edition of the American Newspaper Directory for 1891 rates only ten newspapers in the United States as issuing more than 10,000 copies daily. The **New York Morning Journal** is one of them.

**MUNYON'S MAGAZINE**.—The new edition of the American Newspaper Directory for 1891 rates only 3 monthly publications as having a circulation exceeding 100,000 copies each issue. **Munyon's Magazine**, published at Philadelphia, Pa., is one of them.

**DETROIT SUNDAY SUN**.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. Nine papers in Michigan have this rating, and the **Sunday Sun** is one of them.

**THE PILOT**, Boston.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. Twenty-five papers in Massachusetts have this rating, and the **PILOT** is one of them.

**WE CAN SAVE YOU fifty dollars when you build.** Plans, ready to build from, only 25 cents. Our Book, **Beautiful Homes**, 25 cents. Advertise in **THE NATIONAL BUILDER**. Write for catalogues. Address, **THE NATIONAL BUILDER**, Adams Express Build'g, Chicago, Ill.

**SAVANNAH, GA., OLD HOMESTEAD**.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. Three papers in Georgia have this rating, and the **Old Homestead** is one of them.

**THE GREAT MEDIUM** for the South and West. **ELFAZD'S MAGAZINE**, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**BUFFALO DAILY TIMES**.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. One hundred and ten papers in New York have this rating, and the **Buffalo Daily Times** is one of them.

**BALTIMORE DAILY MORNING HERALD**.—The new edition of the American Newspaper Directory names 19,573 papers, but accords a circulation rating of more than 25,000 copies to only 333. Two papers in Maryland have this rating, and the **Daily Morning Herald** is one of them.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. F. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**THE MAIL AND EXPRESS** (Daily).—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. One hundred and ten papers in New York have this rating, and the Mail and Express is one of them.

**PHILADELPHIA SUNDAY ITEM**.—Rowell's Directory for 1891 rates only four Sunday papers in the United States with a regular circulation exceeding 150,000. **THE PHILADELPHIA SUNDAY ITEM** is one of the four. Rates lower than any newspaper in America for similar circulation.

**COLLEGES, SCHOOLS AND SUMMER RESORTS** cannot reach the well-to-do public of the Southwest more effectually and economically than by advertising in the New Orleans **PICAYUNE**. Sample copies and advertising rates furnished on application. Address **PICAYUNE**, New Orleans.

**SHOE AND LEATHER FACTS** (Weekly), published at Philadelphia, and with branch offices in New York, Boston, Lynn and Rochester, has, according to the American Newspaper Directory for 1891, as large a circulation as is accorded to any journal devoted to the shoe and leather interests.

**K** **KNIGHTS OF HONOR REPORTER**, Boston.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. Twenty-five papers in Massachusetts have this rating, and the Knights of Honor Reporter is one of them.

**5** **—THE BIG**.—W. Atlee Burpee, seedman, of Phila., shows by hard figures, which cannot be gainsaid, that the N. Y. Witness, Youth's Companion, Farm Journal, Farm and Fireside and Delinquent constitute the advertisers' Big 5. Study these figures on pages 1922 and 1923 American Newspaper Directory.

**THE TEACHER**.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. One hundred and ten papers in New York have this rating, and The Teacher, with its guaranteed circulation of over 50,000, is one of them.

**DAYTON**, Ohio.—Geo. F. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Dayton the paper accorded this distinction is **THE HERALD**.

**LITTLE FALLS**, New York.—Geo. P. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Little Falls the paper accorded this distinction is **THE TIMES**.

**DENVER**, Colorado.—Geo. P. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is **THE REPUBLICAN**.

**CLASS PAPERS**. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. F. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**DIE WESTLICHE POST** is the oldest, largest and most influential German daily in the Mississippi Valley. It is the only German paper in St. Louis which is edited and composed entirely in St. Louis. An advertisement in **DIE WESTLICHE POST** brings sure returns. Office: Westliche Post Building, St. Louis, Mo.

**HARTFORD**, Conn., the wealthiest city of its size in the United States, is an excellent field for "Summer Resort" advertising. **THE HARTFORD TIMES** reaches a larger number of the more prosperous families than any other newspaper in Conn. In proportion to circulation (quality and quantity), its rates are lowest. Send for estimate.

**THE AGE-HERALD**, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

**THE FREEMAN**.—The only illustrated colored newspaper, published at Indianapolis, has, according to the American Newspaper Directory for 1891, the largest circulation of any negro journal in the United States. It is read by more than 100,000 colored people every week. A novel feature is that the type-setting, illustrating, etching, presswork and editorial work is all done by colored persons.

**THE GOLDEN RULE** is a strong evangelical religious weekly, published at Boston, and has, according to the American Newspaper Directory for 1891, the largest circulation of any religious paper in New England. Advertisers who use its columns regularly say it is a "payer." They ought to know. For rates, address **F. T. BURDETT**, Adv. Mgr., **GOLDEN RULE COMPANY**, Boston, Mass.

**AMERICAN Newspapers** printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. F. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**CITY OF QUEBEC**, Canada.—Geo. F. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For the City of Quebec the paper accorded this distinction is **THE TELEGRAPH**. Its sworn circulation is larger than the combined issue of all other English newspapers published in the city and district.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 10 per cent; 3 months, 20 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

**HEBREW STANDARD**.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. One hundred and ten papers in New York have this rating, and the Hebrew Standard is one of them. The Hebrew Standard is above all a family paper and in this branch has no peer. It circulates in every State of the Union, and, being read by thousands of Jewish families, is beyond doubt the best advertising medium for reaching the Jewish public. Office, 7 East 14th St., New York.



# LISTS ONE DOLLAR EACH.

Advertisers and others occasionally require lists of the papers printed in German, Scandinavian, French, Spanish, Portuguese or other languages, or *lists of those papers that are specially devoted to some one of the various objects, interests, professions, trades, societies, etc.*, enumerated below. We furnish lists of all the papers of any one of these separate classes for one dollar each. They can all be found in our BOOK FOR ADVERTISERS, price, in cloth binding, \$2, or with paper cover, \$1, sent by mail, postage paid, on receipt of price. Apply to

GEO. P. ROWELL & CO.,  
10 Spruce St., New York.

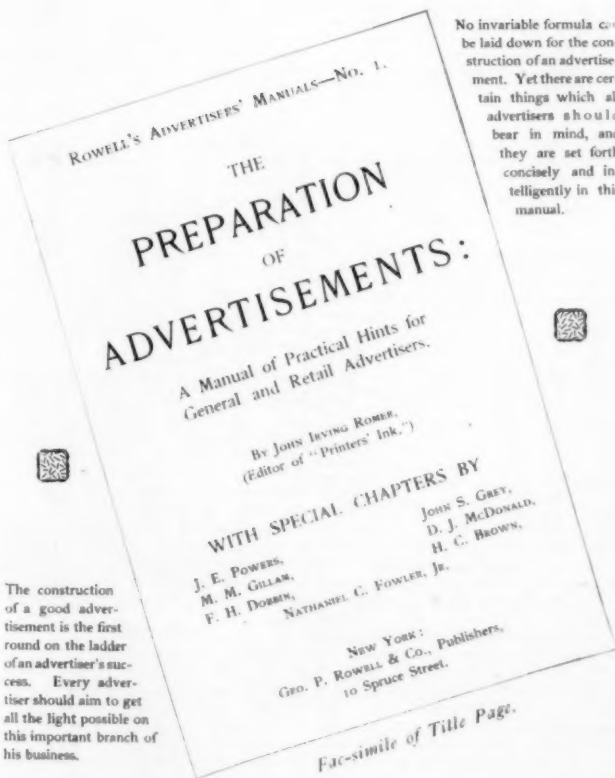
Advertising.	Furnishing.	Newspapers.
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Danish.	Knights of Labor.	Skandinavian.
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Fancy Goods.	Medicine.	Textile.
Fashions.	Mercantile Pursuits.	Tobacco.
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Finnish.	Milling.	United Workmen.
Firemen.	Mining.	Watchmaking.
Floriculture.	Miscellaneous.	Welsh.
Foreign Languages.	Music.	Wines.
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Fruits.	Newspaper Advertising.	

For the complete American Newspaper Directory the charge is Five Dollars.



# NOW READY.

*Price 50 Cents.*



No invariable formula can be laid down for the construction of an advertisement. Yet there are certain things which all advertisers should bear in mind, and they are set forth concisely and intelligently in this manual.

The construction of a good advertisement is the first round on the ladder of an advertiser's success. Every advertiser should aim to get all the light possible on this important branch of his business.

This is a helpful little book of 116 pages, which ought to be on every advertiser's desk. It will be sent upon receipt of price by the publishers.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 30 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 ".....	30 " "
1 year.....	40 " "

Advertisements may be changed weekly. The circulation of PRINTERS' INK since February, 1891, has been as follows:

February	4,	copies printed.....	41,250
"	11,	".....	42,000
"	18,	".....	42,000
"	25,	".....	42,000
March	4,	".....	42,000
"	11,	".....	42,000
"	18,	".....	42,000
"	25,	".....	42,000
April	1,	".....	40,250
"	8,	".....	40,250
"	15,	".....	40,250
"	22,	".....	41,000
"	29,	".....	40,250
May	6,	".....	56,750
"	13,	".....	40,250
"	20,	".....	42,250

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 27, 1891.

THE president of the "Business Writers' Association" takes pretty decided exception on another page to some remarks that have appeared in a former issue of PRINTERS' INK. He compares the advertising man of a dry goods house with the advertising man of a proprietary article, to the great glorification of the former. PRINTERS' INK does not see any reason for antagonizing these classes or swelling the importance of either. Their interests are wholly distinct. It would be about as foolish to claim that the writer for a daily paper is much more important a personage than the magazine writer, because the former writes one article a day to the latter's one a month. There

is simply no comparison to be made; and so we do not think that the majority of either class of advertising men are likely to become envious of the others' laurels. Neither do we sympathize with Mr. McDonald's attack upon the plan of offering a prize for the best advertisement. The advertisers who have seen fit to do this—and there has been a goodly number of them—were certainly not "cheap advertisers." It is not likely that they knew or cared much about the organization which "followed a purely pleasure picnic." At all events, the members of this association were free to compete or not, as they chose. In this they had no grievance and we do not think that the majority of the high-priced "regulars" belonging to Mr. McDonald's association would fear competition with the "amateurs or others who have but one line or branch to consider." Every tub should stand on its own bottom. As has been intimated before, it is absurd to antagonize the two classes, and Mr. McDonald's article is not likely to advance his association in the opinion of advertising men generally.

It is not often that an advertisement is so well constructed and so interesting as to warrant reproduction complete in the reading columns of a paper. We have found an advertisement of this description, however, in the columns of a trade paper. It is put out by the W. L. Douglas Shoe Co., and we gladly give it a gratuitous insertion purely on the basis of general interest and news value. Query: will not the ideal advertisement of the future be distinguished for precisely these qualities?

THERE is a movement on foot to secure what has been termed "easy postage" on printed circulars and catalogues. The publishers of the *Rural New Yorker* and *American Garden* have issued a petition to Postmaster General Wanamaker requesting that circulars may be mailed at pound rates, like the present system of mailing periodical publications. The petition does not call for the same rate on circulars that is now the special privilege of newspapers; but the idea is that such an arrangement would relieve the Government and private individuals of the necessity of affixing and cancelling a stamp for each circular mailed. An

advertiser who sends out 15,000 circulars finds this an important item, and those who have gotten up the petition claim that their proposed change in the postal regulations would result in even a greater saving for the Government.

IN PRINTERS' INK for April 15, 1891, appeared an article on the "Special Agency System," by Mr. A. H. Siegfried. As this has been the cause of some misunderstanding, it will be proper to state, in justice to the writer as well to others, the circumstances connected with the origin of the article. Believing that the subject of the best mode of "foreign representation" for newspapers was of considerable interest to advertisers, Mr. Siegfried was asked to contribute his views with the understanding that proofs of his article were to be submitted to a few leading special agents who would be invited to reply. The original idea was to publish the different views simultaneously, personalities being barred; but as no one of those who were invited saw fit to reply, we were constrained to publish Mr. Siegfried's article alone. He did not intend to attack any of the special agents personally (as this form of publication might seem to indicate), but explicitly stated that "measures and methods, and not men, are within my aim."

A THREE-INCH advertisement that appeared on the first page of the Springfield *Republican* not long ago consisted of nothing but the following words set with ample white space about them:

If  
You  
Will  
GUESS  
what we are going  
to put in here, we  
will give you  
A BAGFUL  
of it.

#### AN OPTIMISTIC VIEW.

A writer in PRINTERS' INK deliberately insults 999 out of every 1,000 newspaper publishers—all who don't swear to their circulation—by declaring that every publisher who does not swear to his circulation is a swindler and a fraud.

The idea is too silly to treat seriously, and yet we can't help asking how it would do to apply the principle to other kinds of business outside of Newspaperdom.

Must your grocer make oath that he has given you 106 pounds of flour when he sells you a barrel? must your dry goods dealer go across the way to the justice of the peace and solemnly make oath that his yardstick is thirty-six inches long and that you have actually got a full dress pattern?

An oath, anyway, is generally felt to be a mere matter of form—as witness the irreverent harum-scarum way in which officials generally rattle it off—and a man who will tell a deliberate lie in a business matter will, nine times out of ten, lie under oath.

All business, all commercial relations are based on the recognition of man's honesty: that when he sells you a pound it is a pound; that when he promises to pay you in three months he will pay you in three months; that, in fact, you are to believe that men are honest and that they will do just what they agree to do.

Of course it is a little too late in the day to refer to the literal teachings of Jesus, who says: "Swear not at all;" let your communications be yea, yea, and nay, nay.

If a publisher says to his advertising patrons, "I have so much circulation," that is enough, and it is an implication that he is a fraud if he offers to make oath to it. Publishers are not liars, and to insist that they should swear to their circulation implies that aside from the oath they might be liars.—*Newburyport (Mass.) Herald*.

Confidence is a plant of slow growth; but in the editorial rooms of the Newburyport (Mass.) *Herald* it has evidently attained proportions that dwarf the great trees of Calaveras Grove. It must be a comfort to the advertising manager of the *Herald* to know that when a man promises to pay him in three months that in exactly three months the account will surely have been paid.

#### A WICKED MAN—HE SKIMS OFF THE CREAM AND THROWS IT AWAY!

THE SCHENECTADY UNION,  
SCHENECTADY, N. Y., May 7, 1891.

George P. Rowell & Co.:

The American Newspaper Directory received this morning, and I at once sent it to the bindery to have the advertisements cut out and the directory part re-bound.

I think five dollars for the directory is sufficient, to omit all advertising; and I would rather pay that price, cash, for it in that style, if obliged to use it, than to receive it free with the advertisements.

W. D. DAVIS, Manager.

If Mr. Davis would carefully examine the pages that he has so unfeelingly, so wickedly rejected, he would find in them many ideas that would vastly improve the *Schenectady Union*. By the way, would that paper be better liked without advertisements? Are not the advertising columns better edited and more sparkling? Verily, the newspaper manager who scorneth advertisements is in danger of grievous ill.

# AGENCIES, SPECIAL AND GENERAL.

The following letter, from the publisher of the St. Louis *Republic* to Mr. A. H. Siegfried, was called forth by the latter's article in PRINTERS' INK, and forms an interesting contribution to the current discussion of the Special Agency System:

THE ST. LOUIS REPUBLIC,  
CHAS. W. KNAPP, Publisher,  
Charles H. Jones, Editor.  
St. Louis, April 27, 1891.

My Dear Mr. Siegfried: Your very interesting contribution to PRINTERS' INK on the subject of "Special Agents," so clearly and completely voices my own sentiments, I can not refrain from saying that much to you. In the gradual differentiation of the Advertising Agency business, it is entirely natural there should have been different stages of development, and to my mind you are entirely right in tracing in the progress of the past the logical certainties of the future.

While I count among these certainties of the future a rapid increase of the special representative and the branch office as outlined in your paper, I do not entertain the slightest feeling of hostility to either the "general" or the "special" agent. Each class will continue to have its own proper sphere to work in, and I doubt not will find year by year an increased volume of business to handle. The general agent developed so necessarily in the differentiation of his species into the real agent of the advertiser and the merely nominal agent of the advertising medium, that the new species of representative now known as the "special" agent was inevitably called into being by the very necessities of the situation. The general agent could no longer make a special and partisan presentation of the particular advantages of any one publication, when he became the agent of other publications in direct competition and having essentially antagonistic interests. From such a condition the "special" agent came as an inevitable consequence, and this paper, in connection with the *Chicago Tribune*, *Cincinnati Commercial* and *Louisville Courier-Journal*, was one of the first newspapers of the country to thus secure special representation, which was no longer practicable through the general agents.

At the start the new device worked very well. It was a novelty, and that was valuable as an advertisement. It was economical, through the division of expenses, and that was a consideration of more importance a dozen or fifteen years ago to all the papers united in the new method than it is to-day. As the novelty wore off and the number of special agencies increased; as the business of the papers represented increased in magnitude, and the ability of each to carry a heavier expense in this field grew, there came in the natural order of things recognition of the fact that exclusive representation would obtain better representation. Branch offices, such as the *Chicago News* maintains, ensure this better representation, and it is not to be had to the same degree through representation in any other form. Considerations of economy will continue to compel a certain class of publications to rely wholly upon the "general" agents, and another class to take middle ground in the offices of "special"

agents, but the more important papers, doing a business large enough to warrant the expense, will one by one fall into line with actual branch offices in New York. Such a "branch" can never command, however, the absolute confidence of the advertiser or his agent, if it is given the character of a toll gate and the paper itself fenced in so that business may reach it only through the "branch," where a percentage tribute must be dropped *en route*.

It seems to me no less certain that you are right respecting the withdrawal in time of the discount now allowed by all publications for business sent to them through the "general" agents. I speak of "discount" rather than "commission," since every intelligent agent or publisher knows that this form of allowance has come to be in great part an actual deduction from the price paid by the advertiser. Competition has forced the agents to cut their commissions and divide with the advertisers who are their patrons. As a result, no publisher can control the rates of his own publication, and no general advertising agent knows what rate he must meet in working for business. All are in the dark and essential uncertainty surrounds every transaction, except in so far as the growing disposition of the general agents to handle business for their patrons on a fixed percentage basis, place the general agent just where he would be if he got no allowance from the publishers at all, but received his whole compensation from the advertiser. It is the latter he must serve by virtue of the duties he has to perform, and the service rendered the publication to which the advertising order goes is in fact the sort of incident the agent cannot control without betraying the trust imposed on him by the advertiser. He must select the best medium, giving due weight to rates, circulation and other no less important considerations, and cannot sway the advertiser in the least, yet be true to his interests. So also in the case of controversies in the negotiation, or during the execution of contracts, the general agent cannot occupy the dual position of agent for both sides, but circumstances quite naturally lead him to the position of attorney for the advertiser, and to such zeal in the interest of the advertiser as attorneys-at-law manifest for their clients.

What other outcome from such a situation can be expected than an ultimate withdrawal of discounts, and thus the complete establishment of fixed and uniform rates by those publications strong enough to transact their business on this correct basis? It looks to me as if Geo. F. Rowell & Co. have brought us to the beginning of the end in announcing their policy of handling business on the basis of an arbitrary charge, graduated according to the nature of the work to be done. If I am not mistaken, other agencies are operated according to similar methods, and the whole trend in the agency business is in the same direction. It is because I sincerely believe these changes in the intermediary agencies through which advertising business is handled, will work equally to the advantage of advertiser, agents and advertising mediums that I write to thank you for your timely words.

Trusting that I have not trespassed too much on your patience in explaining why I agree with you, I remain,

Very truly yours,  
CHAS. W. KNAPP.

A. H. SIEGFRIED, ESQ.,  
Office, the *Chicago News*,  
Tribune Bld'g, New York.

"A little nonsense now and then  
Is relished by the wisest men."

*JONES OF KALAMAZOO.*

**A** business man, once prosperous,  
And still quite well-to-do,  
Saw day by day his trade fall off—  
'Twas Jones of Kalamazoo.

**D**ull was no name—he harder worked,  
But worse and worse it grew,  
Until he seriously planned to leave  
The Town of Kalamazew.

**V**ain were the efforts that he made  
To stimulate his biz ;  
He didn't take the proper mode—  
That Jones of Kalamaziz.

**E**xperience left him comfortless,  
He nothing good foresaw ;  
The same was true of other men  
All over Kalamazaw.

**R**ight here, however, came relief ;  
He struck a streak of luck.  
A KELLOGG'S LIST had found its way  
By mail to Kalamazuck.

**T**his Jones was wise enough to scan  
The pages through with care ;  
And saw at once a way to win  
More wealth in Kalamazar.

**I**n KELLOGG'S LISTS his "ad" he placed,  
To run three months or more ;  
His trade revived : his goods were sold  
Outside of Kalamazore.

**S**uccessful, he unselfishly  
Informs his neighbors how  
'Tis easy to build up a trade  
Right there in Kalamazow.

**E**nriched again, he don't forget  
What brought his fortune back ;  
But keeps his "ad" in KELLOGG'S LISTS,  
And stays in Kalamazack.

## Miscellanies.

American (oracularly)—You English have no sense of humor. Your idea of a joke is something ridiculous.

Englishman—Pon me word—I thought that was also the American idea of a joke.—*Brooklyn Life*.

What He Ought to Get.—Poet: How much ought I to get for that poem?

Editor—Oh, I should think about ten—

Poet (with a sickly smile)—Yes; I know what you are going to say: "Ten dollars or thirty days."

Editor—No, sir; ten years.—*Judge*.

Jinks—That fellow Minks is the most conceited, narrow-minded puppy I ever saw in my life. No matter what the subject, he thinks he knows it all, and he can never see but one side of it.

Winks—No wonder. He reads only one newspaper.—*Good News*.

"Yes," said the theatrical manager; "we do need a good Spanish dancer. What steps do you take first?"

"What step do I take da fir-r-rst? Getta da advertise ina da pape. Datta da fir-r-rst step!"

She was engaged.—*Smith, Gray & Co's Monthly*.

### ANSWERS TO CORRESPONDENTS.

*A Thesaurus of Useful Information Dispensed Gratis to The Giveaway Readers.*

(The Giveaway will not undertake to answer any questions but those of general interest. Questions in grammar may be sent to your nearest pupil-teacher, likewise all others pertaining to the rudiments. Religious, political and medical questions not answered. Patronize home industries. Communications for this department should be addressed simply: "The Giveaway Question Bureau, P. O. Drawer 23,452," and not to the Editor or the Business Department.)

Bert S. (Apeville, Ind.)—Your question was answered in No. 23, Vol. XIX.

X. Y. W. (New Haven, Conn.)—Read the instructions at the head of this column.

John P. (Blueranche, Texas.)—If he loses, you win.

Litigant (Dultown, N. J.)—Ask your lawyer.

Sam Silly (Waukepetoke, Wis.)—We do not answer questions of that kind.

Milo D. (Jacksonville, Fla.)—Read answer to X. Y. W. in this column.

M. L. Z. (Philadelphia, Pa.)—This is not a free advertising column.

Jolly Boy (Mud Creek, Mo.)—Your question is not of general interest.

Nellie H. (Conniott, O.)—We have never heard of the song, "Rats in the Garret, Horned Toads in the Cellar."

Snap Shot (Wild Cat, Pike Co., Pa.)—April 3, 1899, will fall on Thursday.

Modesty (Shimpville, Ga.)—Ten columns of this paper would not contain the information you ask for.

Collector (Plainfield, Ia.)—There is no premium on the coin you mention.

Noname (Sacramento, Cal.)—We pay no attention to anonymous communications.

Anxious (Hustletown, R. I.)—He may live ten years yet; that is, of course, assuming that death does not intervene.

(A few questions left over for our next issue.)—*Wallace Chadman, in Puck*.

An Unfortunate Flop.—"I see your paper has committed itself to the Prohibition party."

"Yes," returned the editor: "worse luck. I had to go away last week and the man I left in charge got roaring drunk and wrote that editorial."—*Judge*.

If a man knows when he is well off he won't die as long as he can help it. Barnum has been dead only a few days, and one man is claiming all the credit of the sale of his book, and another the credit of his advertising methods, while another calls him old Skinfint, and says he never gave a dollar to charity. Truly, the old legend may be true—not a man dies who doesn't remark after crossing the Styx, "I want to go back and lick somebody."—*Judge*.

No Reporters There.—"Saint Peter," whispered a cherub urchin, plucking at the venerable saint's wing-feathers.

"Well, what is it?"

"Do you see that spiritual remainder coming down there—the one who looks so mighty important with a pen behind his ear and notebook under his arm?"

"Yes; what of it?"

"Well, that's the fellow who was never happy unless he was writing up some matter that the people wanted to keep kind of quiet and private and sending it to the newspapers; and unless you fire him out of here pretty quick his peace of mind won't be worth a stiver. We don't want ample and detailed accounts of our inner celestial proceedings published in the *Sublunary Tatler*, and we won't have it, either."—*Judge*.

**BEATTY** Organs \$35 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N.J.

**WOOD ENGRAVING PETRI & PELS**  
CATALOGUE FREE NEW YORK

**Our Signs Enlighten the Entire World.** Because the newspaper is not read during hot weather, don't stop advertising. Use signs. We paint them anywhere on Earth. THE R. J. GUNNING CO., 297 Dearborn St., Chicago.

## Advertising in England.

Rates can be had and sample papers seen at office of F. W. NOSTRAND, 51 Tribune Building, N. Y. Orders for all English papers placed promptly. Special Agency for "London Graphic" and "Great Thoughts."

**30,000 Average Paid Circulation.**

Proven by any test imposed.

**L'Art de la Mode, Monthly, N. Y.**

Yearly rate 20 cents Agate.

F. W. NOSTRAND, Adv. Mgr., Tribune Bldg.

**PREFERRED CANADIAN PAPERS.** The leading Newspapers in every Canadian city from the Atlantic to the Pacific, covering Canada completely from coast to coast. Represented by ROY V. SOMERVILLE, Special Agent for U. S. Adv'tg, 305 Times Building, New York.

## LAND

**Companies, Boards of Trade, Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.**

**B. L. CRANS, 10 Spruce St., New York.**

## ARE YOU AWARE

That "GIBB'S ROUTE AND REFERENCE BOOK" gives maps of all the States and Provinces of Canada, with R.R. fares, mileages, connections, hotel rates, etc., etc.? If not, send for free specimen pages.

GIBB BROS. & MORAN,  
NEW YORK.

TO

## ADVERTISEMENT WRITERS.

A set of telling advertisements wanted.  
\$5 for each advertisement accepted.

Send for particulars to

J. L. STACK & CO.,  
St. Paul, Minn.

Dodd's Advertising Agency, Boston.  
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.

## Books

New Issues every week  
Catalogue 132 pages

free. Not sold by Dealers; prices too low. Buy of the Publisher,  
John B. Alden, 393 Pearl St., New York

## First National Bank, OF CHILDRESS, Texas.

Capital, \$50,000. Now organizing.

A fine County Seat town in the famous Pan-handle country. Only National Bank in the county. Stock par. Will guarantee 12 per cent. net first year. Address CITY NATIONAL BANK, Wichita Falls, Texas.



Save Money. Before you buy a bicycle, send for A. W. GUMF&CO. price to Dayton, O. New Bicycles at reduced Prices, and 400 second-hand ones. *High-class Repairs.* Bicycles, Guns and Type Writers taken in exchange.

Boys or Girls 24-in Safety, with rubber tires, \$15.00  
Boys' 25-inch Safety, with rubber tires, 17.00  
Gents' 26-in. Safety, balls to b'gs and pedals, 25.00

**AUSTRALIAN.** Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. F. WIMBLE & CO., 389 to 373 George St., Sydney, Australia.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

Lawyers Live Well and Have Money.  
**The National Reporter System**  
(St. Paul, Minn.) furnishes Lawyers Authorities, so MUST be read.  
**30,000** each week (magazines). (See Rowell's Directory & preferred lists.)  
The largest Law Circulation in the world.  
Each copy in use 17 weeks (average).  
S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.



## Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.  
312 Whitney Block  
Detroit, Mich.

## FOR SALE.

## An Afternoon Paper,

In a solid WESTERN CITY of 65,000 people. Practically no competition. Paper has highest advertising rates in the city and much largest circulation. Recognized as the leading paper. Will bear closest investigation. Price, \$50,000; time on part. Owners non-resident and want to concentrate this capital. Don't answer unless you have money. Address "S-1980-X," PRINTERS' INK.

## "Ideal Advertising."

My new book; of great practical value to advertisers. Handsomely illustrated, exquisitely bound, a model of elegance and tasty printing. Sent postpaid, on receipt of 10 cents.

A. L. FEELE,  
55 W. 33rd St., New York City.

CLEAN LIGHT STRONG CHEAP  
FOR PAPERS ACME WIRE PARTITION RACK FOR CIRCULARS  
SIZES FOR OFFICES  
MANUFACTURED BY ST. LOUIS WIRE RACK CO. ST. LOUIS, MO.  
USEFUL ORNAMENTAL DURABLE PORTABLE

## A Thousand Newspapers a Day

ARE READ BY

The Press Clipping Bureau, Robert and Linn  
Luce, 106 Milk St., Boston, Mass.

### WHO FOR?

Business houses, that want earliest news  
of construction;  
Supply houses, that want addresses of  
probable customers;

Sixty class and trade papers;

Public men, corporations, professional  
men, who want to get news, see what is said  
of them, or gauge public opinion.



**OVERMAN WHEEL CO., MAKERS,**  
**CHICOPEE FALLS, MASS.**

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,  
Chicago, New York and Philadelphia.

## ALLEN'S LISTS

WILL PAY YOU ALL SUMMER

And at every season. You can easily ascertain that by keeping a careful record. If your business is of such a nature that you can trace your returns. You will learn that my lists are more than strong, and will pay even when no other mediums will.

### QUALITY—QUANTITY.

The subscription prices of my periodicals are not by any means low; ten are \$1.00 a year, two seventy five cents. No short-time subscribers are ever taken. They are published for the better classes of the masses, and by those intelligent classes are subscribed for, because they are wanted. They reach the best classes of rural homes in every county in the United States. They have subscribers at over 53,000 post-offices.

**Guaranteed and Proved Circulation Over One Million Copies Each Month.**

Each month an affidavit is made, certifying the exact circulation; a copy is sent to each advertiser. Our post-office receipts are always open to inspection. I shall consider it a privilege to furnish any special proof that may be asked for at any time. I give full count, and like to prove it.

Substantial results to the advertiser, my only claim to patronage.

Forms close the 15th of each month, prior to the date of the periodicals.

**E. C. ALLEN,**

**Proprietor of Allen's Lists,**  
**AUGUSTA, ME.**

OFFICE OF

**PILSBURY A. WEBSTER,**  
Importer of Grandest of all Fowls,  
CORNISH INDIAN GAMES.

Cazenovia, N. Y., April 15, 1891.

E. P. CONE, Manager,

New York *Ledger*, New York.

MY DEAR SIR: My little 5-line advertisement in the New York *Ledger* of March 21st, has done, and is still doing, wonders for me. I am daily hearing from it, from the Atlantic to the Pacific. To show you I appreciate it, I have placed it on my list as No. 1.

Very truly yours,

P. A. WEBSTER.

## PRINTERS!

If you are in need of Printing Inks of any grade or color, why not send to the W. D. Wilson Printing Ink Co., Ltd., of New York? They are noted for the excellent quality of their goods and their promptness in filling orders.

*Specimen book sent on application.*

Address

**W. D. WILSON**  
**Printing Ink Co.**

(LIMITED),

**140 WILLIAM STREET,**  
**NEW YORK.**



# \$500.00 IN PRIZES To Business Writers.

A Patent Medicine House will pay  
the above sum in prizes for the

## BEST WRITTEN CIRCULAR

on its business.

For particulars address "J. W. S.,"  
care of **PRINTERS' INK.**

# 1 OF A LINE 5 CENT

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

**NELSON CHESMAN & CO.**  
ESTABLISHED 1874 INCORPORATED 1886  
Newspaper Advertising Agents  
BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.  
S. W. BRANCH, Home Insurance Bldg., CHICAGO.  
EASTERN BRANCH, 54 Beekman St., NEW YORK.



**SURPRISING, BUT A FACT**

Do you wish any original illustrations specially prepared for your advertisements or your catalogue, or advertising cuts, with reading matter, to be used in your locality, forwarded to you at stated intervals?

*Pamphlet on Application.*

**Mercantile Advertising Agency,**  
Potter Building, 38 Park Row, N. Y.

# WE WIN THAT \$1,000!

Practically we have finished composing those 1,000 ads. in 1,000 hours for \$1,000, which we contracted to do for the

## NEW YORK WORLD.

If you bet against us you have lost.  
Newspaper Proprietors — Do you want a scheme for booming your paper? If so, write or call on us.

**O. J. GUDE & CO.,**  
General Advertisers,  
113 SIXTH AVE., N. Y.

**BARGAIN HUNTERS**

Will do well to

**CONSIDER**

That I have facilities for placing advertisements in

**STATE COMBINATIONS**

OF GOOD PAPERS at

**1/2****PUBLISHERS' RATES.**

Prices quoted on one paper or on combinations for any State or Territory. For further information address, with copy of advertisement, stating number of insertions desired,

**S. E. LEITH, 10 Spruce St.  
NEW YORK.**

**GEO. P. ROWELL & CO'S****BOOK****FOR ADVERTISERS****368 PAGES.****PRICE, ONE DOLLAR.**

Sent by mail, postage paid, on receipt of price.

\* \* It is arranged in a very comprehensive manner, and contains information which is invaluable to advertisers as well as to myself.



BOSTON, May 12th, 1891.

Any person, wishing to advertise, who will devote time to a careful examination of this book, will find in it the information that he requires to enable him to perfect his plans.

**GEO. P. ROWELL & CO.,  
PUBLISHERS,**

10 SPRUCE ST., N. Y.

Sunday School Times,

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger

Episcopal Recorder.

Christian Instructor.

Christian Statesman.

Christian Recorder.

Lutheran.

BALTIMORE.

Baltimore Baptist.

Episcopal Methodist.

Presbyterian Observer.

**THE  
MINISTER**

And his congregation will go on a vacation some time this summer. Their special denominational paper will be consulted to learn about the places and hotels that invite their visits.

These people are not all wealthy, but they are the very people who take vacations—the provident, well-to-do, work-a-day folk, who look forward to their outing, and whose money, carefully earned, is as carefully spent.

That is true of the readers who are wage-earners. It is equally true of the salaried men and women and the more wealthy families who take longer vacations in resorts that suit them. They know that hotels which seek them through their favorite religious paper are worthy of their patronage.

Ask your advertising agent about these papers, or write to us.

**One  
Price  
Advertising**

**Without Duplication  
of Circulation**

HOME JOURNALS **15** BEST WEEKLIES

Every Week

Over 275,000 Copies

**Religious Press  
Association  
Phila**



## What Constitutes A GOOD Advertising Medium?

### We Answer :

One in which the Subscribers have

Interest enough to **Buy It.**  
Interest enough to **Read It.**  
Interest enough to **Keep It.**  
Interest enough to **Ask Questions.**  
Interest enough to **Re-read it, Adver-**  
**tisements and all.**

### PREFERS IT TO "CENTURY."

PEOTONE, Ill., March 10, '91.

I. S. Johnson & Co., Boston, Mass.:

GENTLEMEN—Can't help expressing my appreciation of FARM-POULTRY. Every page is of interest, and read in preference to the Century every time. Doesn't seem as if it could be improved, yet you are doing it every month. Yours truly,

Signed, O. J. GILKERSON.

For sample and rates address

**FARM-POULTRY**  
22 CUSTOM HOUSE ST., BOSTON, Mass.

## "Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

## The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

**FRANK A. MUNSEY,**  
239 Broadway, New York.



There was a delay on March issue and we finished mailing them April 8th.  
As "Comforts" weigh eleven to the pound, we *here prove* by P. O. Certificate  
that our circulation has exceeded 600,000 each month for the past six months.  
Secure space at the agencies, or of THE GANNETT & MORSE CONCERN, Augusta, Me.



# THE SATURDAY BLADE

PAYS ADVERTISERS,

Because it contains what the people want to read. The circulation is not forced by premiums, etc., but every copy is taken and paid for for what there is in it.

# THE CHICAGO LEDGER

Has the solidity of age and the impetus of new management and push.

These papers pay. If you don't believe it, write to any of our advertisers who can trace the results of their advertising and see what they say.

THE SATURDAY BLADE,	-	\$1.00 per Line.
THE CHICAGO LEDGER,	-	.50 per Line.
BOTH PAPERS COMBINED,	-	1.25 per Line.

## 300,000 COPIES WEEKLY.

*Address any responsible Advertising Agency, or the Publisher,*

**W. D. BOYCE,**

**116 & 118 DEARBORN ST., CHICAGO, ILL.**

79959

This represents the number of copies printed and mailed of our May 2d issue; 50,000 more than our usual edition, for which no extra charge was made. "What proof?" you say. Anything you like! Paper Bills, P. O. Receipts, Press Count, etc.

Our 5,000 line advertisers paid us less than 1-5 of a cent per line per 1,000 circulation.

While it only cost our 500 and 1,000 line customers less than 1-4 of a cent.

Those Extras don't occur once a year,

**BUT MANY TIMES.**

Have you noticed

HOOD - - - - -  
JOHNSON - - - - -  
SCOTT & BOWNE  
OWEN ELECTRIC  
BEECHAM'S PILLS

ARE THE  
ONLY FIVE  
WITH US.

**WHY?**

Because, while we have Special Editions we have no Special Rates. Propositions have been received from almost every advertiser of proprietary articles in America, but always declined. Those who won't pay rates must stay out.

What paper are we blowing about? **WHY, THE**

**P. F. of PHILADELPHIA,** OF  
COURSE

Look out for a new 4-color Postal in about ten days.  
It is a dandy.

# FOR \$5 AMERICAN NEWSPAPER DIRECTORY FOR 1891.

Twenty-third annual volume. It gives the names of all Newspapers and other Periodicals, the Editors' and Publishers, names, size of the paper, subscription price, politics, religion, class or characteristics and the circulation.

Sent to any address on receipt of price by

GEO. P. ROWELL & CO., PUBLISHERS,  
10 SPRUCE ST., NEW YORK.



"The Directory is a necessity for every advertiser."

May 19th, 1891.

SETH W. FOWLE & SONS, Boston, Mass.

"A most valuable book of reference."

May 18th, 1891.

W. A. ROBINSON,  
of Weyman & Bro., Pittsburgh, Pa.

"We would not be without it for many times its cost."

May 8th, 1891.

SOUTHERN MAILING AGENCY, Welch, N. C.

"It is an absolute necessity for us to have it; it being the only book of the kind that we ever rely upon."

May 2d, 1891.

I. S. JOHNSON & CO.,  
Boston, Mass.

"It is a book that every newspaper publisher and every business man ought to have, and will save many an advertiser thousands of dollars. It is a big credit to American enterprise."

May 6th, 1891.

S. J. TURNBLAD,  
Manager Svenska Amerikanska Posten,  
Minneapolis, Minn.

"We are much pleased with it and we are sure we can trust to its accuracy in every instance when we have need to refer to it."

May 18th, 1891.

STODDART BROS., Buffalo, N. Y.

"We have subscribed for your Directory now for over ten years and beg you will enter up our order for two copies of your '91 Directory, which please forward to us out of the very first edition which you issue, as we are always impatient to get it at the first possible moment."

February 12th, 1891.

BUFFALO NEWSPAPER ADVERTISING AGENCY,  
Buffalo, N. Y.

*Prize ad.; winner, Harry Finck, Chester, Pa.*

It carries over  
1000 WANT  
AD'S. a day

THE  
DAILY  
SUNDAY &  
WEEKLY  
ITEM

The most prosperous  
Afternoon newspaper  
in America.



PHILADELPHIA



THE

The ITEM proves  
its claim to being  
one of the four  
DAILIES in the U.S.  
EXCEEDING -

ITEM

150,000

48 Tribune Building,  
NEW YORK.  
509 "The Rookery,"  
CHICAGO.

S·C·BECKWITH·  
SOLE AGENT FOR FOREIGN ADVERTISING

# How to Sell More Goods.

Has it ever occurred to you that you might profitably increase your present volume of business by doing a little general newspaper advertising with the idea of reaching the *consumer*? Take some special brand or make of goods which you honestly believe possesses merit, and push it with a moderate amount of advertising in the widely circulating newspapers and magazines, or in the leading dailies and weeklies of some selected State or section. If done judiciously, you will soon begin to realize results in the form of increased orders through the trade.

These assertions are proved by the experience of business houses whose names are familiar from one end of the country to the other. Look at the record made by the manufacturers of "Royal Baking Powder," "Sapolio," "Pearline," "Pears' Soap," "Allcock's Porous Plasters," etc. It is not necessary to advertise your entire line of goods; but, by selecting some good article as a "leader," and persistently pushing that, it is possible to build up a large and independent trade.

GEO. P. ROWELL & CO.

## Advertise!





An  
**Indian**  
 makes a good  
**Advertisement**  
 for a Cigar-Store; but it  
 won't do for a Perfumer.

Yet mistakes which—to the initiated—are just as absurd, are being made by advertisers every day.

You can attract attention by an advertisement badly worded and arranged with conspicuously bad taste, but a good advertisement properly constructed and displayed attracts FAVORABLE attention and produces an impression that is advantageous to you and your business.

Whoever would successfully conduct a line of advertising should devote great care and attention to the preparation of the advertisement to be used. Money expended in getting started right is judiciously expended.

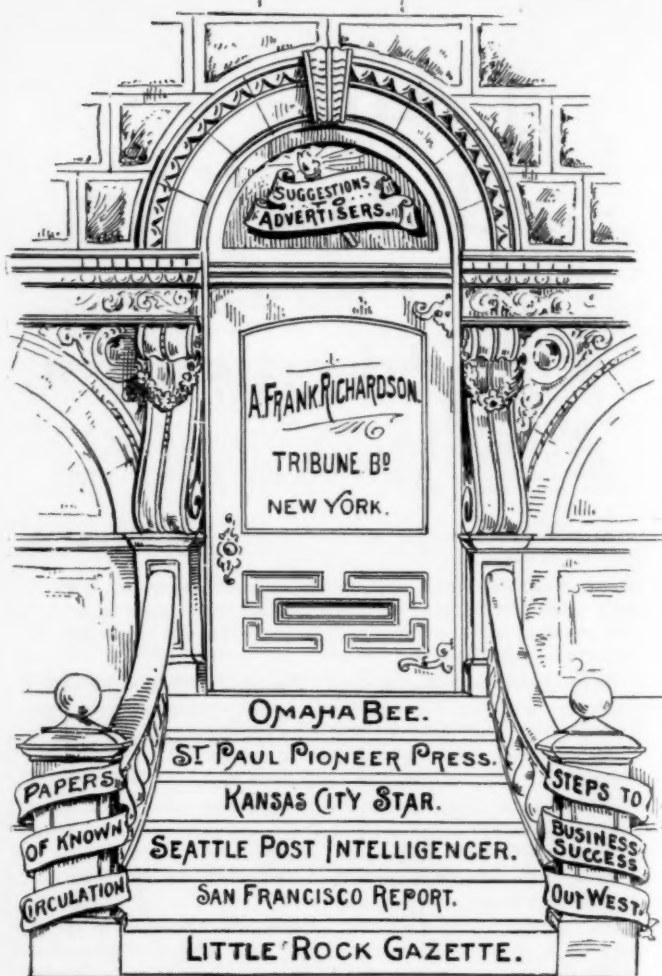
To aid the advertiser in preparing his advertisement is a branch of our business.

When called upon to prepare an advertisement or give advice or assistance in its preparation, it is always desirable that we be placed in possession of pretty full information concerning the business to be advertised. This is usually fairly well conveyed by circulars or other advertising matter that has been used in times past.

We undertake to prepare a suitable advertisement, have it set in type in such a style as appears effective, and to procure illustrations, if any are needed.

For the labor and expense of preparing the advertisement a suitable charge is made.

GEO. P. ROWELL & CO.,  
 Newspaper Advertising Bureau,  
 10 SPRUCE ST., NEW YORK.



If that advertisement of yours is not already running in these papers, it ought to be. Make your money earn money.

**A. FRANK RICHARDSON,**

13, 14 and 15 TRIBUNE BUILDING, NEW YORK.